



KNXV

ORDER

Print Date 03/14/12

KNXV-TV
PHOENIX

Flight Dates 03/14/12-03/20/12

Contract / Revision 289500 / Wil Cardon for Senate 2012Original Date / Revision
03/12/12 03/12/12 Agency Com 15%
Billing ContactAdvertiser Cardon / Republican / Senator
PO Box 288
Alexandria, VA 22313Agency Media Placement TechnologBuying Contact
Sales Office EWSDC
Sales Region NAT
Agency RefPrimary Account Executive

Dave Lombardo

Account Executive Order% Start Date End DateDave Lombardo 100%
Tanya Winscott %

<u>Order Sep</u>	00:20:00
<u>Estimate #</u>	
<u>Alt Order #</u>	
<u>Billing Type</u>	Cash
<u>Order Type</u>	GENERAL
<u>Billing Cycle</u>	EOM/EOC
<u>Billing Calendar</u>	BROADCAST
<u>Demographic</u>	A25-54
<u>Rev Codes</u>	POL POL CAND
<u>Product Codes</u>	PL
<u>Priority</u>	P-1
<u>Advertiser Ref</u>	

<u>Order Share %</u>	<u>Market Value</u>	
<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
March 2012	25	\$22,758.75	\$26,775.00	0.00	02/27/12	03/20/12	25	\$22,758.75	\$26,775.00
Totals	25	\$22,758.75	\$26,775.00	0.00					

Billing Plan

<u>Totals</u>															
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
N 1	KNXV	03/14/12	03/20/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	11111--	:30	5	\$175.00	P-3	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 03/12/12	03/18/12	--111--		3	\$175.00	0.00							
		Week: 03/19/12	03/25/12	11-----		2	\$175.00	0.00							
N 2	KNXV	03/14/12	03/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 03/12/12	03/18/12	--111--		3	\$800.00	0.00							



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Contract / Revision 289500 Flight Dates 03/14/12-03/20/12

Hiatus Dates

Original Date / Revision 03/12/12/ 03/12/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals					
										Rate	Pri	Rtg	Type	Spots	Amount
N 2	KNXV	03/14/12	03/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 03/19/12	03/25/12	11-----	2	\$800.00	0.00										
N 3	KNXV	03/14/12	03/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--1-1--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 03/12/12	03/18/12	--1-1--	2	\$1,200.00	0.00										
N 4	KNXV	03/14/12	03/20/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 03/12/12	03/18/12	--111--	3	\$2,000.00	0.00										
Week: 03/19/12	03/25/12	11-----	2	\$2,000.00	0.00										
N 5	KNXV	03/17/12	03/17/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 03/12/12	03/18/12	-----1-	1	\$1,500.00	0.00										
N 6	KNXV	03/14/12	03/19/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-1----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 03/12/12	03/18/12	--1----	1	\$2,000.00	0.00										
Week: 03/19/12	03/25/12	1-----	1	\$2,000.00	0.00										
N 7	KNXV	03/14/12	03/20/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 03/12/12	03/18/12	--111--	3	\$800.00	0.00										
Week: 03/19/12	03/25/12	11-----	2	\$800.00	0.00										

*Tax 1 Note: Tax 0.5%.

Totals 25 \$26,775.00